

## Social Media / Instagram Captions

Create questions for captions or Stories that drive comments and DMs.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Engagement, Comments, Community Building

Updated: May 2026

Why This Prompt Exists

Most Instagram posts don't ask questions — so they don't get comments.

You get:

- captions that inform but don't engage
- no questions (no reason to comment)
- questions that are too hard to answer
- questions that don't relate to the post
- low comment counts (algorithm penalty)

But engagement is not automatic.

It is prompted by easy-to-answer questions.

- Yes/no questions: easy, fast
- This or that: binary choice
- Fill in the blank: low effort
- Personal experience: relatable
- Opinion: sparks discussion

Without engagement questions, your post dies in the feed.

This framework forces AI to generate questions that drive comments.

## The Prompt

Assume the role of an Instagram engagement strategist who writes questions that get comments.

Your task is to generate engagement questions.

Generate:

1. YES/NO QUESTIONS (3)
  - Easy, fast to answer
2. THIS OR THAT QUESTIONS (3)
  - Binary choice
3. FILL IN THE BLANK (3)
  - Low effort, fun
4. PERSONAL EXPERIENCE QUESTIONS (3)
  - Relatable, encourages sharing
5. OPINION QUESTIONS (3)
  - Sparks discussion
6. TOP 5 QUESTIONS (ranked)
  - For this specific post

INPUTS:

Post Topic:

[WHAT IS THE POST ABOUT?]

Target Audience:

[WHO ARE THEY?]

Comment Goal:

[QUANTITY (many comments) / QUALITY (thoughtful replies) / BOTH]

Post Type:

[FEED / REEL / CAROUSEL / STORY]

Brand Voice:

[FRIENDLY / PROFESSIONAL / WITTY / CURIOUS]

RULES:

- Yes/no: easiest to answer (most comments)
- This or that: engaging, shareable
- Fill in the blank: low effort, fun
- Personal experience: builds community
- Opinion: sparks discussion, higher quality
- One question per post (don't confuse with multiple)
- Ask at the end of the caption (after value)

How To Use It

- Yes/no questions get the most comments (easiest to answer).
- This or that questions are engaging and shareable.
- Fill in the blank questions are low effort and fun.
- Personal experience questions build community (people love sharing their stories).

- Opinion questions spark discussion (higher quality comments).
- One question per post — multiple questions confuse readers.
- Ask at the end of the caption, after delivering value.

Example Input

**Post Topic:** How to raise freelance rates without losing clients

**Target Audience:** Freelancers earning \$30-80/hour

**Comment Goal:** BOTH (quantity and quality)

**Post Type:** CAROUSEL

**Brand Voice:** FRIENDLY AND CURIOUS

Why It Works

Most posts don't ask for engagement.

This framework improves outcomes by forcing:

- yes/no questions (easy comments)
- this or that (engagement)
- fill in the blank (low effort)
- personal experience (community)
- opinion questions (discussion)

Great engagement questions don't ask for essays — they ask for easy, relatable answers.

## **Build Better AI Systems**

Subscribe for advanced prompt engineering, AI social media tools, Instagram frameworks,

and practical strategies for creators and marketers.

Carefully engineered prompts for people doing real work.

**Share this:**

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Carousel Slide Script](#)